

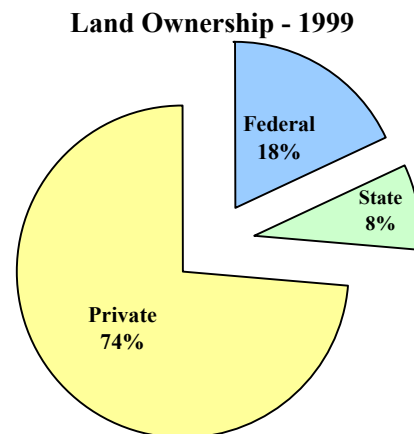
# WEBER COUNTY TOURISM PROFILE

| County Indicator                             | 1997       | 1998       | 1999       | 2000       | 2001(o)    | 2001(n) | 2002(p)    | % Change<br>2001-2002 | State<br>Ranking |
|--|------------|------------|------------|------------|------------|---------|------------|-----------------------|------------------|
| <b>DEMOGRAPHIC</b>                           |            |            |            |            |            |         |            |                       |                  |
| Population                                   | 188,334    | 190,846    | 193,697    | 196,533    | 200,447    |         | 204,167    | 1.9%                  | 4                |
| Total Non-Ag Employment                      | 86,408     | 86,315     | 88,230     | 88,342     | 87,185     |         | 87,052     | -0.2%                 | 4                |
| Non-Ag Avg Monthly Wage                      | \$1,979    | \$2,077    | \$2,153    | \$2,208    | \$2,286    |         | \$2,313    | 1.2%                  | 7                |
| Per Capita Income                            | \$20,407   | \$21,369   | \$21,538   | \$22,431   | \$22,981   |         | \$23,269   | 1.3%                  | 6                |
| Unemployment Rate                            | 3.9%       | 4.8%       | 4.5%       | 4.2%       | 5.0%       |         | 6.5%       | 1.5%                  | 14               |
| <b>SPENDING &amp; EMPLOYMENT</b>             |            |            |            |            |            |         |            |                       |                  |
| Spending by Travelers (Millions)             | \$203.3    | \$207.6    | \$217.4    | \$216.2    | \$212.8    | \$218.0 | \$218.3    | 0.1%                  | 5                |
| Travel & Tourism Related<br>Employment       | 3,733      | 3,841      | 4,075      | 4,092      | 4,233      | 8,005   | 8,001      | 0.0%                  | 4                |
| <b>TOURISM TAX REVENUES (000s)</b>           |            |            |            |            |            |         |            |                       |                  |
| Local Tax Revenues from<br>Traveler Spending | \$4,229    | \$4,317    | \$4,523    | \$4,496    | \$4,427    | \$7,025 | \$6,801    | -3.2%                 | 4                |
| Gross Taxable Room Rents                     | \$16,992   | \$16,348   | \$15,936   | \$16,857   | \$16,877   |         | \$19,549   | 15.8%                 | 7                |
| Transient Room Tax                           | \$509.8    | \$490.4    | \$478.1    | \$505.7    | \$506.3    |         | \$586.5    | 15.8%                 | 7                |
| Restaurant Tax                               | \$1,420.5  | \$1,469.1  | \$1,571.4  | \$1,562.0  | \$1,568.1  |         | \$1,670.5  | 6.5%                  | 4                |
| Car Rental Tax                               | \$23       | \$23.7     | \$57.8     | \$58.0     | \$90.1     |         | \$77.4     | -14.1%                | 4                |
| Gross Taxable Retail Sales (millions)        | \$2,151.3  | \$2,264.1  | \$2,375.4  | \$2,456.6  | \$2,510.7  |         | \$2,552.4  | 1.7%                  | 4                |
| <b>REGIONAL VISITATION COUNTS</b>            |            |            |            |            |            |         |            |                       |                  |
| S.L. Airport Passengers                      | 21,068,314 | 20,297,371 | 19,944,556 | 19,900,770 | 18,914,891 |         | 18,652,758 | -1.4%                 |                  |
| Willard Bay S.P.                             | 276,059    | 300,702    | 307,114    | 340,580    | 302,189    |         | 308,206    | 2.0%                  |                  |
| Antelope Island S.P.                         | 264,315    | 362,128    | 329,751    | 343,410    | 291,163    |         | 288,907    | -0.8%                 |                  |
| Hill Aerospace Museum                        | 172,000    | 160,000    | 159,000    | 160,000    | 147,000    |         |            | -100.0%               |                  |
| Great Salt Lake S.P.                         | 460,989    | 56,585     | 136,496    | 142,433    | 144,272    |         | 136,238    | -5.6%                 |                  |
| East Canyon S.P.                             | 92,121     | 83,322     | 87,769     | 99,617     | 105,737    |         | 102,040    | -3.5%                 |                  |
| Hyrum S.P.                                   | 48,910     | 54,383     | 67,238     | 74,207     | 75,000     |         | 76,319     | 1.8%                  |                  |
| Golden Spike N.H.S.                          | 50,989     | 46,203     | 47,012     | 45,273     | 44,510     |         | 47,242     | 6.1%                  |                  |
| Ft. Buenaventura S.P.                        | 46,866     | 42,813     | 44,217     | 47,441     | 24,154     |         | 12,400     | -48.7%                |                  |

| Land Ownership - 1999         |                |               |
|-------------------------------|----------------|---------------|
|                               | No. of Acres   | % Total       |
| <b>Total Acres in County</b>  | <b>368,762</b> | <b>100.0%</b> |
| <b>Federal Government</b>     | <b>66,978</b>  | <b>18.2%</b>  |
| BLM                           | 41             | 0.0%          |
| US Forest Service             | 63,150         | 17.1%         |
| National Recreation Areas     | --             | --            |
| National Parks                | --             | --            |
| National Wildlife Refuge      | --             | --            |
| USFS & BLM Wilderness Area    | --             | --            |
| Other*                        | 3,787          | 1.0%          |
| <b>State Government</b>       | <b>30,537</b>  | <b>8.3%</b>   |
| Utah State Parks & Recreation | --             | --            |
| Utah State Wildlife Reserves  | 29,170         | 7.9%          |
| State Trust Lands             | 1,367          | 0.4%          |
| <b>American Indian</b>        | --             | --            |
| <b>Private**</b>              | <b>271,247</b> | <b>73.6%</b>  |

\*Includes Military and Bankhead Jones land

\*\*May include some local government land



# Weber County Tourism Profile

